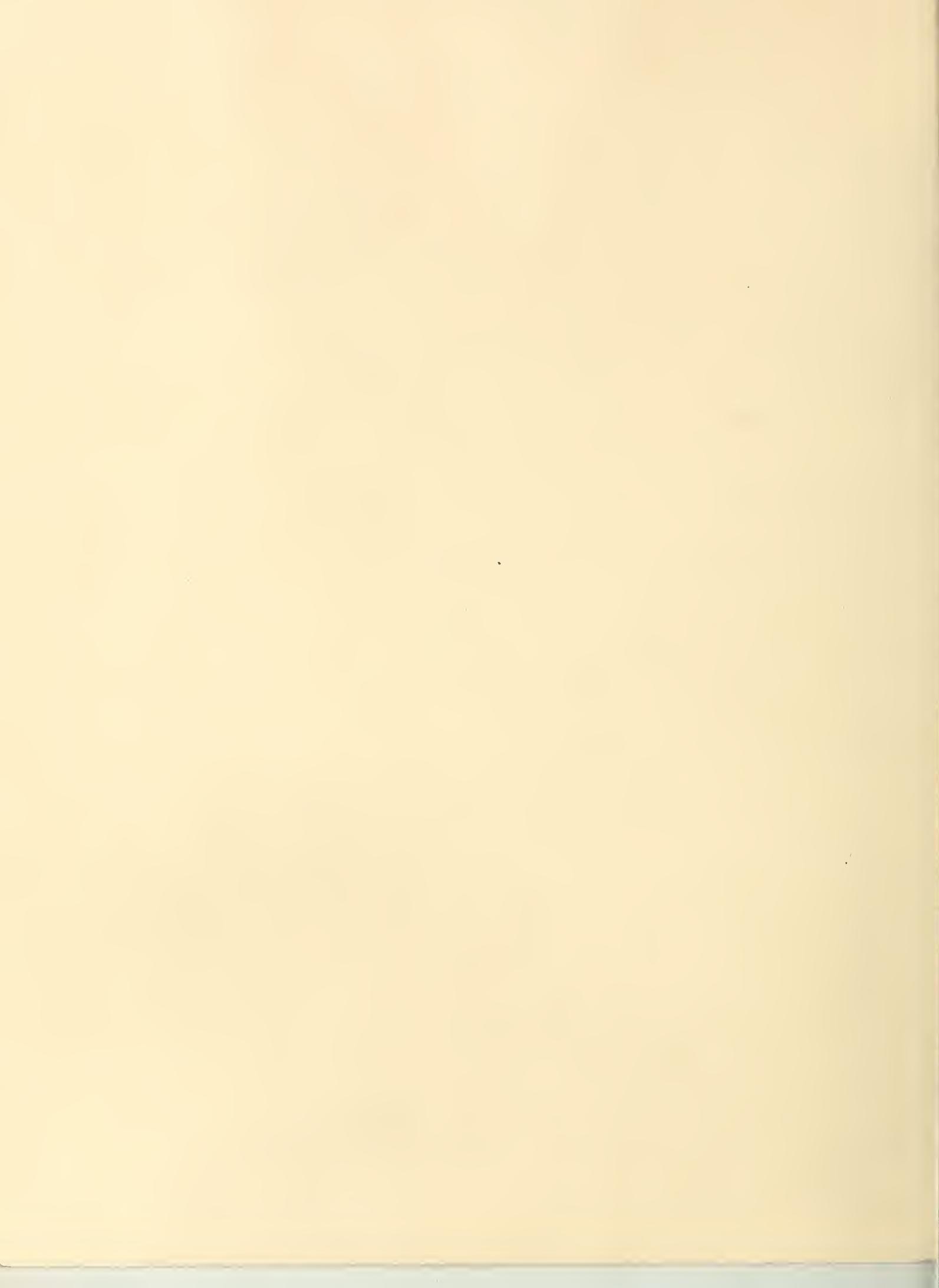


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# Extension Service Review



VOL. 5, No. 2

FEBRUARY 1934



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UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C.



## In This Issue

SHALL we put dairy production under control? This is the question Secretary Wallace puts squarely up to dairy producers. He says, "I believe it essential that any dairy program adopted should contain as one of its basic features a method of production control that will keep production in step with increases in consumer purchasing power and prevent the supply from outrunning the demand to the degree that causes disaster."



WHAT the corn-hog production adjustment plan proposes to accomplish in 1934 is presented by A.G. Black, Chief, Corn-Hog Section, Agricultural Adjustment Administration. He feels that farmers have come to grips with the facts of the changed demand situation, and are developing that group-consciousness and facility for mass action which is necessary to keep alive any program of national scope or to shift to a newer and better one, when necessary.

WHAT part does the production control association play toward adjusting production? George E. Farrell, Chief, Wheat Section, Agricultural Adjustment Administration, answers this and other questions. Concerning the future importance of these associations he says, "To see that the adjustment program shifts from an emergency to a more permanent basis without losing the machinery to keep it on a stable basis, requires that the county production control associations be used to the fullest extent, that they be kept alive, virile, and with the fullest awareness of their opportunity."

IN HER discussion on the selection and use of local leaders, Mrs. Annette T. Herr, Massachusetts State home demonstration leader, says, "There has never been a more opportune time for leaders of all kinds who have been trained through different channels to show their initiative and resourcefulness."

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AS A RESULT of the intensive educational work carried on by the Interstate Early Potato Committee during the last 5 years early potato growers in the Southeast were alert to the danger of low prices being paid for their crop if the potato acreage were increased by 25 percent. They got busy and through the efforts of their cooperative producers' and financing organizations outlined a production control plan which is receiving whole-hearted response from potato growers from Maryland to Florida.



## On The Calendar

Eastern States Regional Conference, Home Management Specialists, Boston, Mass., March 5-6.

Eastern States Regional Conference, Home Management Specialists, Philadelphia, Pa., March 8-9.

Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., March 10-19.

Fifty-eighth Annual Convention, Texas and Southwestern Cattle Raisers Association, San Antonio, Tex., March 20-22.

Farm and Home Week, Orono, Maine, March 26-29.

Fifteenth Annual Feeders Day at Colorado Agricultural College, Fort Collins, Colo., April 5.

National 4-H Club Camp, Washington, D.C., June 14-20.

American Association for the Advancement of Science, Berkeley, Calif., June 18-23.

**F**ARM records kept by growers will make available much of the information required for the preparation of their contracts for reducing crop production. This is the belief of Chester C. Davis, Administrator of the Agricultural Adjustment Act. Consequently a book in which to record information as to production, sales, purchases, and inventories of the basic commodities has been prepared by the Agricultural Adjustment Administration in cooperation with the Extension Service and is now available through county extension agents for such use.



**N**ORTH CAROLINA farmers now have more actual cash in their pockets than at any time during the last 5-year period. Their own efforts toward production adjustment and their full cooperation with the Administration in the emergency measures have helped bring this cash to them. Further, by growing their own food and feed, they have been better able to apply the returns from their cash crops to interest charges on mortgages and to retire production credit liens.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D.C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D.C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director

C. B. SMITH, Assistant Director

REUBEN BRIGHAM, Editor

# Extension Service Review

VOL. 5

WASHINGTON, D.C., FEBRUARY 1934

NO. 2

## Shall We Put Dairy Production Under Control?

H. A. WALLACE  
Secretary of Agriculture

ANY ADEQUATE program leading to the improvement of the situation in which the dairy farmer finds himself today must be predicated on two facts above all others; first, the fact of low consumer purchasing power; and second, the fact of relative overproduction in dairy products. Unless we do something about those two items, we won't be doing anything substantial.

Certainly, in spite of more cows and greater milk production power, it would be a grave mistake to regard the dairy industry's problem solely as one of overproduction. When we speak of the overproduction of dairy products we necessarily mean the production of such products beyond the ability of consumer purchasing power to absorb at anything above distress prices to farmers. Experience with stabilization operations indicates that attempts to raise prices in advance of improvement in consumer purchasing power and without any check on production are followed by such quick upturns in production as to cause a fresh and disastrous collapse in prices. Still, there is a great potential consuming power among the American people for dairy products. There are, also, large sections of the country not now receiving enough dairy products to constitute a reasonably balanced diet. Therefore, I believe it essential that any dairy program adopted should contain as one of its basic features a method of production control that will keep production in step with increases in consumer purchasing power and prevent the supply from outrunning the demand to the degree that causes disaster.

It is necessary to have a dairy program which offers help to the entire industry. We must recognize the interrelation of various dairy commodities to each other, and continually keep the principle in mind that reasonable restraint of production should govern the industry during the period of recovery in consumer buying power. Milk-produc-

ing sections of the country demand broader and more fundamental adjustments than those thus far undertaken, and I believe they are ready to consider and accept a workable plan.

### *Consumer Purchasing Power*

In proposing a plan for consideration by dairymen, I should like to point out that benefit payments made under the funds available should set in motion forces having favorable effect upon the purchasing power of consumers. Our experience with payment of benefits in the cotton and wheat regions indicates that increasing the income of farmers is quickly and strongly reflected in business and industrial recovery in the areas. Thus payments to dairy farmers, like those made to the cotton and wheat producers, should to some extent at least result in a recovery in consuming purchasing power which would start a cycle of increasing demand for dairy products. The December figures indicate that the difference between average cash price for butterfat in all forms of milk sold and the fair exchange value under the act is almost 16 cents. Obviously, we cannot have a tax rate that high.

I have endorsed before Congress an emergency plan for \$200,000,000 over and above this year's receipts from processing taxes, to be used for the beef and dairy cattle industries, as a supplement to receipts from processing taxes in financing the program this year, and to advocate inclusion of beef cattle within the terms of the Agricultural Adjustment Act. Of course, money taken from the Treasury must be replaced out of either processing taxes or other tax receipts. The intent of the Adjustment Act is to provide a continuous source of revenue, and the thought is that ultimately when consumer purchasing power is on the upgrade, the industry will not feel the tax as much as in the present emergency, so that then it will be easier to replace out of processing taxes the special fund made available now.

The proposed special fund is desirable because both dairy and beef producers, pending recovery in consumer buying power, would feel the processing tax more than export agriculture, whose prices are fixed in the world markets. The appropriation will enable advance payments to reach the farmers by the time a substantial tax is felt. We believe that as the market is freed from the pressure of oversupply, the tendency for the tax to be reflected in producer price will disappear. Further aid could be obtained through additional surplus relief purchases, affording dairy products to the needy unemployed who otherwise would be unable to obtain them, with the purchases timed to coincide with dairy price advances.

### *Farm Allotment*

The tentative plan which the administration is offering to the dairy industry is an individual voluntary farm allotment proposal, financed by a processing tax on all butterfat in milk and its products and a compensatory tax on oleomargarine. The rate of the processing tax would eventually reach 5 cents or more per pound of butterfat in all milk and its products, with a compensatory tax on oleomargarine equivalent to the tax rate on butter.

A 3-year base period, with individual production of butterfat for 1931, 1932, and 1933 established for each farmer, is contemplated. The goal to be sought is an individual reduction of 15 percent in milk and butterfat produced for market in the year ahead below the quantities sold in the past year, with the prospect that this would assure a 10 percent net reduction, or whatever fraction of this percent may appear necessary.

### *Benefit Payments*

The method of securing reduction on the farm is to be left to the judgment of cooperating producers. Compensation to cooperating producers is to be secured through benefit payments or premiums

on sales on an agreed reduction basis under contract.

The quantities would apply to individual dairymen on a voluntary system. Each producer would have his quota of total sales for the year divided into four parts, but such quarterly division of each individual's total allotment would be left largely to each individual's choice. As substantial an advance payment as possible would be made to each cooperating producer soon after his contract is accepted. Additional payments might be made quarterly.

The plan is intended to be operated in a flexible manner so as to permit expansion of the industry as rapidly as consumer buying power expands. After the emergency oversupply is reduced, the industry should be guided toward a controlled expansion up to the limit of consumer purchasing power.

In addition to the use of funds for direct individual adjustments to secure the proper balance between supply and demand, we propose to inaugurate an intensive educational campaign among cooperating producers to assist them in determining and applying the most economical and effective methods of complying with the reduction specified in their contracts. The Bureau of Dairy Industry and the Agricultural Extension Service already have mapped out tentative plans to fit such a campaign. The object is to assist farmers in economical production and aid them in selection of profitable and practical means of production adjustment. It is further proposed to allocate such sums as Congress may determine for two other purposes.

#### *Eradication of Tuberculosis*

One of the plans is to engage in an intensive campaign to eradicate tuberculosis in dairy cattle. For a 2-year campaign on a joint basis as at present, sharing costs between the States and Federal Government, the Federal share of the expense is estimated at about \$5,000,000. The various States requiring further eradication of tuberculosis in cattle would appropriate sums to assist in the work. It is estimated that there are about 5,000,000 head of dairy cattle yet to be tested for tuberculosis, with about 600,000 head as the number normally expected to be subject to removal.

Speeding up this campaign so as to complete the testing in one year would require about \$40,000,000 which would be expended mostly in four or five States. The tuberculin testing campaign is recognized primarily as a health and public welfare measure rather than a direct means of production control. Hence it does not appear equitable to ask the

dairy industry as a whole to accept a reduction in benefit payment funds sufficient to finance so large a program.

The other plan involving use of part of the emergency fund relates to possibility of removing normal dairy cows of good production from intensive dairy areas in the leading dairy States to regions in the South where thousands of families have existed for years without a proper proportion of dairy products in the diet. Such cows will be selected with care in areas where animals of required standards are plentiful, particularly in regions where herds are being maintained relatively free from tuberculosis. Similarly their distribution would be handled so as to assure producers that such cows would not be used for commercial purposes, but would stimulate the greatly subnormal demand for dairy products in those regions. This plan is advanced contingent upon its acceptance by the dairy industry, although it already has been urged not only by spokesmen of the industry, but also by persons who are well informed concerning the dietary deficiencies of some southern regions. The definite sum to be allocated for such purposes has not been stated. It would probably not be large at first so that the plan might be given a fair trial in a limited way.

#### *Cooperation Needed*

This dairy program is not submitted as anything that is hard and fast or that is to be imposed on the dairy farmers of this country. We simply submit it, as it is our duty to do, as the best plan that we have been able to devise after months of discussion and study of the many proposals which have been made to us. We know that we cannot make it succeed unless the dairy farmers of this country want it and support it, and unless they co-operate whole-heartedly in its operation.

We are willing to accept any modifications which, after full discussion by farmers and their representatives, appear sound and desirable. If the dairy farmers or any substantial group in industry do not want this program we are willing to abandon it because we doubt whether it can succeed without strong support from the dairymen. If dairy farmers are willing to wait for substantial price advances until consumer purchasing power increases, the Government will be only too glad to keep hands off. But we are frank to say that if some sound and comprehensive program is not adopted soon the path of the dairy industry is likely to be rough. Our course will be determined by the response of the dairy farmers and their representatives to this program.

#### **Records Save County \$1,800**

**B**ECAUSE S. R. Boswell, agricultural agent for Sevier County, Utah, adopted a hobby of keeping authentic thresher records farmers of Sevier County will receive about \$1,800 more in Federal wheat-adjustment payments than they would have done if records had not been kept, according to Director William Peterson of Utah. It all happened in this way.

When the Federal Government offered the wheat growers benefit payments for curtailing wheat production in 1934-35, one of the most difficult problems to solve was the furnishing of authentic information regarding the actual production in the county. Based on the census figures of 1930, the Department of Agriculture gave Sevier County a 6 percent increase in wheat production for a basic 5-year average in determining the allotment for the county.

When Mr. Boswell and his assistants in the wheat-adjustment program began to make up the necessary papers concerning the wheat yields, to send back to Washington it was discovered, according to the threshers' records, that the Government adjustment factor figure was low. Frank Andrews, State statistician, was called in to help solve the problem. After making a thorough investigation he recommended to the Washington authorities that the Sevier County allotment be increased 19 percent instead of 6 percent. This change was granted, and the county production was raised by 10,968 bushels, giving a domestic allotment, according to the plan, of 5,922 bushels more, for which the Sevier growers who signed curtailment contracts were allowed 30 cents a bushel. Thus, approximately \$1,800 more will be paid to Sevier wheat growers for cooperating with the Federal Government.

Since 1927 Mr. Boswell has been encouraging the threshermen of the county to keep accurate records and report them to the extension office at Richfield. It seems now that Mr. Boswell must have had some intuition as to the use he would make later of these records. So accurate were these reports made by the threshermen of the county that out of the 298 growers who made application for contracts, Mr. Boswell obtained authentic thresher records for 289. Three of the remaining nine growers had kept combine harvester records themselves and the other six fed their entire crop to livestock and poultry instead of having it threshed. Thus in one stroke Mr. Boswell brought to the Sevier wheat growers alone almost twice the amount of this county's yearly budget for extension work.

# Corn-Hog Production Adjustment for 1934 What It Proposes to Accomplish

A. G. BLACK

Chief, Corn-Hog Section, Agricultural Adjustment Administration

ALL of us are more or less familiar with what the past year has brought. Not only has the domestic-allotment principle, with some modifications, been made a law, but already a number of crop-reduction programs under this law have been or are being put into operation. A corn-hog program, based to a large degree on the recommendations of producers themselves, is one of them. Further, the participation by farmers in these programs has been little short of amazing.

The voluntary production-adjustment theory met its first crucial test in the cotton plow-up campaign in the summer of 1933. We are all more or less familiar with the pleasing results of that campaign. Extension people and volunteer workers rendered yeoman service in putting that hastily contrived emergency program into effective operation. It can

truly be said that the successful conduct of the cotton plow-up campaign has given great impetus to other crop-reduction plans, including the corn-hog program.

Last fall the wheat farmers of this country had their opportunity also to demonstrate that they were willing to fit their own operations into a sound production schedule for the whole country and to share in the benefits which will accrue from such adjustment. Again the Administration's program was well received and given wide support.

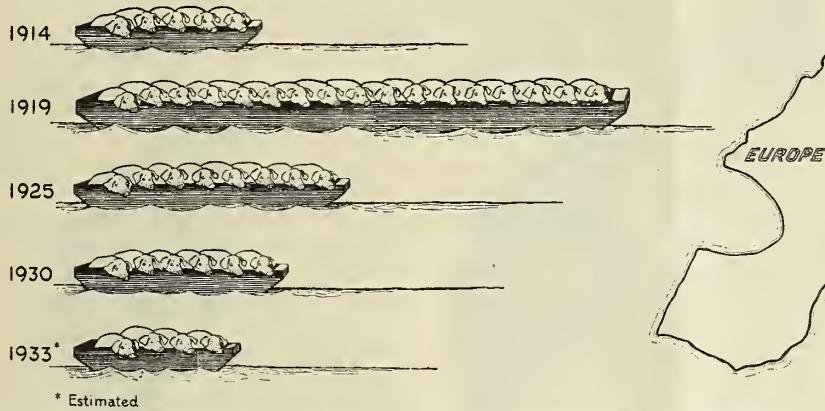
## Corn-Hog Adjustment

As this is written, a corn and hog adjustment program for the year 1934 is getting under way. Field workers report extraordinary interest at the educational meetings which are preceding the actual campaign for producers' signatures.



A. G. Black.

## UNITED STATES EXPORTS OF HOG PRODUCTS (Each hog represents 1,000,000 head.)



The accompanying graph constitutes a vivid explanation of one reason why the prices for corn and hogs have been so low the last few years. The main reason is the severe decline in the export demand for United States hog products since the 1919 peak.

In 1910-14 European nations took the equivalent of nearly 6 million hogs. This was only a moderate export level, but the total United States hog production at that time was in good balance with the combined domestic and foreign demand.

Under the stimulus of the World War, foreign purchases of our hog products jumped to the equivalent of about 17 million hogs. But since the war our exports have dropped back again to the equivalent of about 4 million hogs. This decline has been due to a rapid restoration of hog production in European countries since the war, particularly in Germany and Denmark, and more recently because of tariffs and of quotas which limit the quantity of imports.

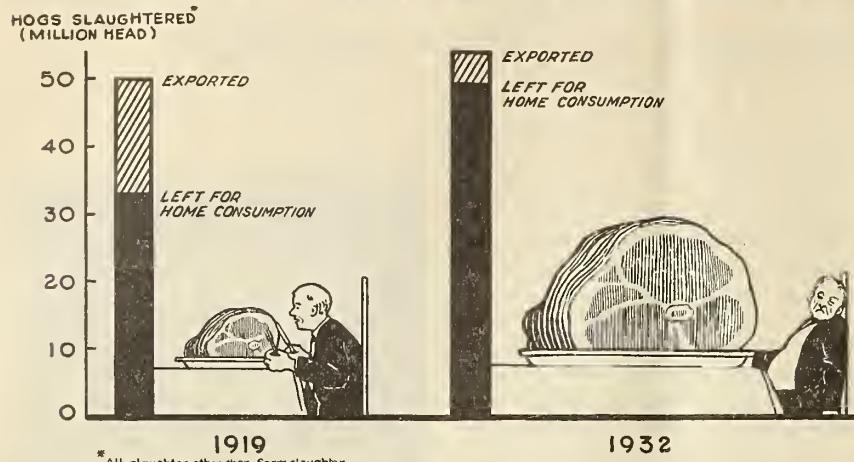
Meanwhile, hog production in the United States has continued to increase at about the same rate as the population. Consequently, the products no longer shipped abroad have become excess products on the home market and have driven down hog prices. Some adjustment to this changed demand must be made if hog prices are to be raised to a more favorable level. The corn-hog production-control program, now being offered by the Agricultural Adjustment Administration, will help farmers bring about this necessary better balance.

Farmers have never followed any project more eagerly. Although the percentage of participation probably will be high, it is enough to note what appears to be an astounding change in attitude from a year ago.

Farmers are coming to grips with the facts of a changed demand situation which was pushing them further each year between the relentless millstones of debts and low prices. By taking hold of things themselves, farmers are developing that group-consciousness and facility for mass action which is necessary to keep alive any program of national scope or to shift to newer and better ones.

After the war the excess corn production that began to develop as soon as horse and mule numbers started to decline was temporarily obscured by an abnormal foreign demand for hog products. Hog production was increased to fill this demand and incidentally absorbed the corn being released from horses. In 1930 and 1931 short corn crops also temporarily removed the pressure of excess production. But in the fall of 1932 the need for production adjustment was made obvious in a rather vivid way. That year farmers harvested nearly 3 billion bushels of corn. Favorable weather had resulted in a larger-than-average yield on a larger-than-average acreage. Men labored into the winter getting out the crop. Many had to build

## THE GLUTTED HOME MARKET



\* All slaughter other than farm slaughter

Hogs now consume nearly one half of the annual corn crop in the United States. Most of the corn released by the decline of 11 million head of horses and mules on the farms and in the cities during the past 20 years has been diverted to hog feeding. This chart indicates the necessity for an adjustment in corn production, at least sufficient to correspond with any reduction in hog numbers. A substantial reduction in corn—the main feed supply for hogs—will help bring the supply of hogs into better balance with effective demand and it will raise the purchasing power of corn. If corn production is not reduced by an amount sufficient to compensate for the reduction in hogs, corn supplies available for other purposes will increase substantially, corn prices will decline with respect to other livestock, and eventually production of more livestock will be stimulated to higher and less profitable levels. But the Agricultural Adjustment Act seeks a net reduction in agricultural production, not a shift. Acreage of corn, therefore, is the important key to the corn-hog production problem. The sound solution is to scale down the production of both corn and hogs.

temporary cribs for the first time in several years. But along with this bountiful crop came the lowest prices in several decades. Corn at 10 cents or less was so cheap that many farmers used it as fuel in stoves. A situation of this kind sinks deep into the consciousness of men.

The impressive simultaneous appearance of heavy supplies and low prices carried from the 1932 corn crop right into the 1933 hog crop. When the increase in hog marketings during the summer of 1933, and the prospective heavy marketings because of a larger-than-average spring pig crop, threatened to knock the bottom out of hog prices for the second winter in a row, representatives of producers urged upon the Agricultural Adjustment Administration an emergency scheme for buying up a surplus of unfinished pigs and sows about to farrow. An emergency program of this sort was adopted and carried out. Although prices still are at a comparatively low level, the return from hogs marketed this winter will be considerably larger than it otherwise would have been without any adjustment in supply.

### Benefits Shared

Another reason why farmers seem to have responded unanimously to the idea of crop-production adjustment is the assurance that the participants under plans now being offered really will share

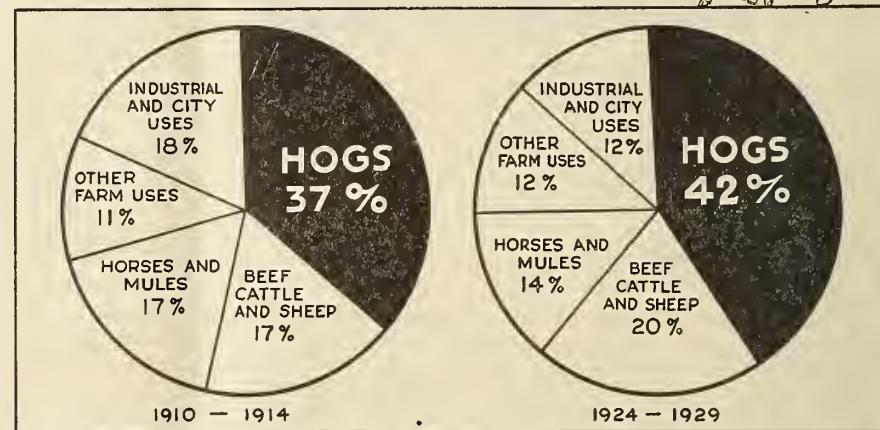
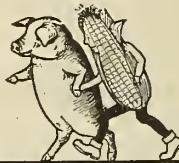
fits. Nonparticipants, who had the same or possibly a larger production to sell, profited at the expense of philanthropic individuals who assumed the responsibility of cutting their output.

Under the 1934 corn-hog adjustment plan those who sign up to reduce production will share in the benefits from adjustment, as represented in part by the collection of processing taxes on corn and hogs. The participant will receive an income of two parts, the open market price which is paid as usual at time of sale plus the reduction payments from the Government. Those who do not participate in the plan will not share in the proceeds from the tax.

Although there have been many conflicting interests among Corn Belt farmers over the past year or so, a feeling has developed that a common interest, as between livestock feeders and the farmers who grow feed for sale, does exist and that this common interest properly should transcend other considerations. Up until recently we have been so busy watching the play of market forces and comparing prices of livestock and feeds that we have forgotten to ascertain whether or not the production of both might not be in excess of market demand.

(Continued on page 32)

## THE USES OF CORN



Hog production in the United States has increased at about the same rate as our population, but the quantity of hog products available for home consumption has increased materially because of a severe decline in our exports since the World War. The American people recently have been consuming around 14 percent more pork and lard than they did in the pre-war period, and they are now eating a higher percentage of the total production of hogs than 20 years ago. However, this excess of hog products in the home market has depressed hog prices. The recent increased consumption is a reflection of the comparatively low prices at which the pork had to move, rather than of any substantial pick-up in consumer requirements or preference for hog products. A more moderate hog production would eliminate the excess on the home market and would result in a higher price per hundredweight and a larger total return from the whole hog crop. This corn-hog plan of the Agricultural Adjustment Administration seeks to bring about by adjusting production to present-day needs.

# 30 Years in the Cotton Belt

J. A. EVANS

Associate Chief, Office of Cooperative Extension Work

**T**HIRTY YEARS is a long time in a man's life. It's a long time to work with the same people. But that's what I have been doing, and I've enjoyed it, too.

For 30 years I have been associated with agricultural extension work in the Southern States. The appropriation under which the Farmers' Cooperative Demonstration Work was started was made by Congress in November 1903. Dr. Seaman A. Knapp, who is sometimes called the "father of agricultural extension", was placed in charge of the work; and I was one of his first assistants.

I was assigned to a territory in Texas, one of the two Southern States where extension work was first started, and I've been associated with Cotton Belt farming from that day to this. During that 30 years I have seen many changes in the South. I have seen the South fight its way up from the bottom—through storms, droughts, boll weevils, panics, wars, and depressions. And, I saw it do last year what everybody said would never be done—plow up 10 million acres of growing cotton to reduce the supply and increase the price.

## Chief Cash Crops

Cotton is, naturally, the chief cash crop in the Southern States. The American Cotton Belt has more natural advantages for producing cotton than any other country in the world. The South harvested in 1903, the year the demonstration work was started as a means of fighting the boll weevil, 27 million acres of cotton. I saw that acreage rise to 35 million acres in 1914, drop to 28 million in 1921, and mount to the all-time record of 44 million acres in 1926.

During the same 30 years I saw the size of our cotton crop rise from 9 million bales in 1903 to 16 millions bales in 1914, drop to less than 8 million bales in 1921, and rise to the all-time record of 18 million bales in 1926. The price of cotton, in that same period, rose from 6 cents a pound in 1904 to the peak price of 44 cents in 1919, and then dropped back to a nickel a pound in 1932.

During this 30 years I have seen the carry-over of American cotton rise from practically nothing to the all-time record of 13 million bales last year. And that brings me to the main point in this discussion, Why is our carry-over, or supply of cotton, so big now? Why is it so much bigger than it used to be?

The answer, both statistically and from my own observation, is that we have con-

tinued to increase production during a period of falling consumption. We have increased our production of cotton faster than the world could use it at a reasonable price, and, that condition has placed us where we are with the biggest supply of cotton in history, and with prices just prior to the cotton-adjustment program around the lowest in history.

During the 30 years I have worked in the Cotton Belt I have observed one thing—one law that has worked as reg-



J. A. Evans.

ularly as the rising and setting of the sun. That law is that the size of the cotton crop has an effect on the price of cotton. When we have a big crop, we invariably have a medium or low price. When we have a little crop, or a shortage of cotton, we usually have a good price, and sometimes a high price.

But, regardless of the price or the size of the crop, I have observed that the world usually takes over a period of years about the same amount of cotton. It may take a little more when the supply is big and the price is low, but year in and year out, the world consumption of cotton remains on about the same level, with a slight increase, of course, in normal times for the increase in population.

When we produce about the amount of cotton the world can use at a fair price, the grower usually gets a good price for his cotton; but when we expand our production, and oversupply the world with American cotton the price drops, and the producer suffers.

So, why not then plan to produce each year as nearly as we can the amount of

cotton that we know we can sell at a fair price. We know now approximately what that amount is, and we know how to produce it economically; so it seems foolish that we should go on overproducing and wrecking the market when we have an alternative.

## Cotton-Adjustment Program

The alternative is the cotton-adjustment program. The aim of the program is to reduce cotton acreage until the world has had time to use up some of our burdensome surplus and restore the normal balance between supply and demand, and thereafter, to plan production to meet known demand. The program does not aim to create a shortage and encourage foreign countries to come in. It aims to control production without creating a shortage of American cotton.

The cotton adjustment contract that is being offered to cotton farmers proposes to do the very thing that cotton farmers have wanted for 25 years. For 25 years the agricultural colleges and the agricultural leaders of the South have been advocating a live-at-home program of farming. In my 30 years of extension work I have observed that farmers who followed this rule were always fairly prosperous, whether times were good or bad.

We have had many acreage-reduction campaigns in the Cotton Belt; but last year was the first time in the history of the South, and of the country, that farmers were paid for reducing their cotton acreage. It is the first time we have ever had a program that was self-supporting.

This is the supreme opportunity for the South to put itself on a permanent basis of profitable agriculture. Under the plan of the cotton-adjustment program the cotton farmer has an opportunity to reduce his cotton acreage and get paid for doing it. He has the opportunity to grow food and feed crops for home use on the rented acres; an opportunity to build better pastures, to prevent his soil from washing away, and to build up the fertility of the soil by growing soil-improving crops on the rented acres.

Last, but by no means least, the cotton-adjustment program offers the farm women of the Cotton Belt the greatest opportunity they have ever had to grow more small fruits and vegetables for home use, and to have more time for enjoying some of the pleasures of life.

# Agricultural Adjustment Administration Encourages Farm Record Keeping

CHESTER C. DAVIS

Administrator, Agricultural Adjustment Act

EXTENSION workers can greatly expedite the administration of the Agricultural Adjustment Act by assisting farmers in keeping the records required in the administration of this act. From the very beginning the Administration has felt the need for more accurate information from individual farmers, both in guiding our general policies and in dealing with these individuals. In order to meet the need of farmers for a simple book in which they might record information as to production, sales, purchases, and inventories of the basic commodities, the Agricultural Adjustment Administration, in cooperation with the Office of Cooperative Extension Work, has prepared such a form for general distribution.

These books will be available soon and will be distributed through the offices of the various State directors of extension. They can be obtained from these State offices for distribution within the counties.

Farmers are not required to keep this specific record book. On the contrary, it is intended to be used as a supplement to the record books already in use in many States, by being made available to those farmers who have not been keeping such records. For this reason, this book has been made very simple, with due consideration given to the necessary information. Arrangement of the form is such that a farmer need not use the entire book, but can use that part which pertains to his particular type of farming.

## Records are Valuable

With such a record of the year's business available, cooperators in the production-control plans will have easily accessible much of the information required for the preparation of their contracts and for proof of their compliance with the terms of these contracts. By having available correct information they will be able to obtain their benefit payments more quickly than otherwise would be possible. Such records should be valuable also to farmers making applications for loans from either their local bankers or other credit agencies.

These records should likewise prove to be useful to extension workers who have felt the need for local farm busi-

ness information, but who have not been able to acquire such data.

Although the committee which prepared this book found it impracticable to include all the details of the farm business and still have a book applicable generally to all sections of the country, they have made it thorough enough to permit of some major analyses of the farm business. Such analysis is a primary requisite to an intelligently planned agriculture and an agricultural extension program. A wide dis-

tribution by many of the State agricultural colleges with limited groups of farmers in their respective States. The wide distribution of this simple farm record book should not only facilitate the work of the local production control committees, but also should serve as a valuable supplement to the work already being done by the extension groups in the various areas.

Every effort should be made to get a copy of this form into the hands of every farmer who is cooperating with the Agricultural Adjustment Administration if such farmers are not already keeping an adequate set of farm records.

## Michigan Women Make Over Clothing

Five hundred women in Oakland County, Mich., have been busy remodeling clothing. Up-to-date dresses have been made from those worn some 5 or 6 years ago; and surprising changes have been made in them at very little cost.

Most of these dresses presented one or more of the following problems: Lengthening, changing the color, replacing worn sleeves, raising waistline, or making the neckline up-to-date. Yokes at the waist or neck usually solved the lengthening problem and the new large sleeves filled the arm's eye that was badly worn. Even new backs were put in if the strain on the garment had been too great. A new collar was one of the main ways of changing the low neckline.

Suits and silk coats became dresses with astonishing ease. One silk coat was made into a dress by using one sleeve for the front, the other for the back with gay-colored sleeves made from other old material.

Hats were entirely revamped. Attractive purses and scarfs were made from odds and ends of material.

When these various articles were completed, exhibits were made in store windows of Walled Lake, Milford, Rochester, and Oxford. Much comment was made on these by people who had never before heard of the extension groups. One woman went into the furniture store whose windows were being used and asked, "Have you a black dress like the one in the window in size 38?"



tribution of this simplified record book should aid materially in promoting farm record keeping and farm accounting and thereby lead to a better understanding on the part of the individual producer of the problems facing him as an individual and agriculture as an industry. The acquisition of this understanding is an essential step in the development of the most desirable long-time program for the individual farmer and the agricultural industry as a whole.

## Planning Farm Business

With such a body of information available for the use of those engaged in the development of this long-time program, progress in the improvement of agriculture's position should be materially accelerated. This information from farmers in different areas should be useful to those who are developing long-time programs. Also, it should enable the individual farmer who keeps the record to plan his own business in relation to this long-time program.

I have observed the excellent work in record keeping which has been accom-

# The County Production Control Association

GEORGE E. FARRELL

Chief, Wheat Section, Production Division Agricultural Adjustment Administration

THE PEOPLE of the United States are paying, through the Agricultural Adjustment Administration, millions of dollars to farmers to withhold land from crop production. The cost is high. Are we getting for our money anything other than these idle acres?

We are getting much more. There is more in the wheat, cotton, tobacco, and corn-hog programs than acreage reduction. They are steps toward a new conception of American agriculture by the American farmer. They are the beginning of a greater realization by the farmer of his part in the Nation's agriculture.

The stepping stone for this transition is the county production control association. Already half a million wheat farmers have organized themselves into 1,450 of these associations. The other adjustment programs contemplate organization of many hundreds more.

The county production control association is a new and potentially powerful influence in American agriculture. It is something new when the farmers who produce more than 80 percent of the country's wheat can get together and organize themselves to reduce consciously the national wheat acreage.

I am certain that county agents have the fullest appreciation of what this means. When I write of the farmers organizing themselves, I do not wish to minimize the work of the county agent. He has been the driving force in each county in the wheat and other programs, and their success is largely due to him.

At the same time, half a million wheat farmers forgetting farm organization lines, politics, and all the rest, and getting together on this one proposition tell a story that should be shouted from the housetops for those who say the American farmer will not and cannot cooperate.

These farmers are taking the first steps in what Secretary Wallace has called "social discipline", and which he defines as a "willingness to modify individual behavior for the larger purposes of society." They are demonstrating economic planning.

## Adjustment Payments

Adjustment payments have been a powerful influence. Money talks. But speaking for the wheat program, I pre-

dict that after this money stops talking the lesson on social discipline in wheat production will remain. I believe that once the American farmer sees what he can do through organized, well-directed production control, he will be reluctant to abandon that control. I believe that eventually he will be as anxious to retain the advantages of this control without adjustment payments, as he has been in the last year to embrace the program with payments.

the centralizing power of Government, and executed by individual farmers, working through their own local organizations, is essential for a stable and remunerative agriculture.

The county production control associations have a larger field than distributing adjustment payments. They are the machinery through which future production must be guided and controlled. It seems to me that the association has three fields of activity. First is the mechanical, fact-gathering, routine work. Second is the task of keeping its members informed of the local, national, and international situation regarding the particular commodity. The third is in providing the machinery for the individual farmer to do his part in actually translating a national agricultural plan into action.

## Work of Associations

Activities of the associations so far have been mainly mechanical. This is their most obvious work, but to limit them to this would be to lose much of their potential usefulness. The farmers who wrestle with wheat-production figures and acreage overruns have demonstrated the value of the associations in securing accurate information regarding individual farms. This work plainly should continue. The associations can keep records from year to year on the production of each farmer and make unnecessary in the future the tremendous task of getting past records which confronted the Agricultural Adjustment Administration in the initial wheat program.

The second and third fields of activity of these associations tie in with the centralizing power of the Government, and yet they allow local administration by each association.

No single farmer, or small group of farmers alone can hope to keep abreast of the shifting national and world agricultural conditions which vitally affect him. He must have adequate information from some impartial source. That source, logically, is the National Government. Through the information-gathering machinery of the Government, the facts the farmer needs can be brought directly to him through the county production-control association.

Through the county production-control association, too, the individual can act

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George E. Farrell.

The acres taken out of production will prove, I believe, the greatest single force for driving home a full appreciation of this program. Each cooperating farmer will have on his own farm in 1934, a plot of land taken out of production. As he works in his field he will be reminded daily by that posted plot that he is contributing something to the national program. As he goes to town he will see similar plots in his neighbors' fields. They will be incomparable object lessons in the need for planning and wise production control.

## Production Control

This removal of fertile acres from production is a drastic step. On a long-time basis it is illogical. (However, we learn abstractions after we comprehend concrete examples.) Apparently nothing less than this "demonstration" on millions of fields will clinch the idea that sound production control, aided by

## Local Leaders Terrace Kansas



A JUMP FROM 1,000 to 70,000 acres of terraced land in 5 years is the record made by Kansas.

In 1928, terracing work made its small beginning on 1,000 acres of demonstration terraces. In 1929, there were added 2,800 acres, 14,000 in 1930, 22,000 in 1931, 15,000 in 1932, and nearly 15,000 acres this year. The area in Kansas now protected by terraces is approximately 70,000 acres.

How has this outstanding success of the terracing project in Kansas been brought about? "Local leadership" is the answer of John S. Glass, Kansas extension specialist in rural engineering, who is in charge of the State terracing projects. Mr. Glass gives the lion's share of the credit to local leaders, who, under the supervision of their county agents and the extension specialists, have spent much time and effort in spreading the gospel of terracing among their neighbors.

In developing such local leaders, it was found almost without exception that the successful leaders were those who had proved over a period of years that they were willing to accept new ideas, and having accepted such ideas, were willing not only to profit by them themselves but were anxious to assist their neighbors to enjoy the same profits.

Having picked men in the various counties who were of the type willing

to accept new ideas, Mr. Glass began his training period. The best potential leader in the world is worthless unless he is thoroughly informed concerning the subject in which he is to lead.

Local leaders were trained in 23 leader-training schools during 1929. In 1930, 80 of these schools were necessary, and the same number were held in 1931. Altogether, some 555 local leaders have been given training and are of great value in carrying on the Kansas terracing project. In addition, more than 2,000 others have received partial training and are assisting in the work.

It is interesting to note that in Coffey County the county agent was called out of the county before the 1931 work was finished, but the local leaders carried on to the extent of terracing 300 additional acres without the benefit of county-agent supervision.

These local leaders who have been trained in the terracing work are continuing the work in their various counties, and each year finds more farm land protected by terraces from washing and gullyng. There are approximately 100,000 farms in Kansas which require terracing.

An obstacle in the path of terracing progress is the fact that 42 percent of the farms are tenant operated. "But we are not worrying about that yet", said Mr.

Glass. "We have more than 55,000 owner-operated farms to work on before we get to the tenant-operated farms. If our local leaders continue as they have, we'll get Kansas terraced."

### Rural Pageants

NOT ONLY in America, but all over the world, rural people are taking a renewed interest in pageants and festivals. Many of these native festivals and ceremonies are described in a booklet "What the Country Women of the World are Doing", published by the Associated Country Women of the World. The United States is represented by the description of a pageant given by home demonstration club women in Marathon County, Wis., and Rice County, Minn.: "The Pioneer Woman," presented in many counties in South Dakota; "Historical Moments in Home Life in the United States," put on in Middlesex County, Mass., a description of a New England Thanksgiving; and some of the other more familiar celebrations.

Typical festivals from many countries are described and suggestions given for putting on rural pageants. The booklet can be obtained from the Associated Country Women of the World, 26 Eccleston Street, London, S.W.1., for 2 shillings sixpence.

**I**N MISSOURI an underground egg-cooler has been designed. This is one of the steps in the program for the production of quality eggs. This program has been developed in an effort to obtain greater cooperation between the producers and buyers. The buyers desired to purchase eggs in larger quantities and of a standard grade, somewhat higher than the run of farm eggs. These factors were the incentive to a change in production methods. Dealers' meetings, candling schools, quality egg shows, egg demonstrations, printed circulars, and circular letters were some of the educational features of the campaign for quality egg production.

### The County Production Control Association

(Continued from page 23)

most effectively upon a national program. Suppose, in the case of wheat, that for 1933 the national and world conditions are such that a 10-percent reduction in wheat acreage from the base period is deemed sufficient to keep production and consumption in balance. The conditions

which led to this decision would be announced to association members as they developed. When the decision was reached, the word would go to the associations and each farmer, under contract to reduce as necessary, could then individually do his part to put the plan into operation.

County production-control associations are formed, ready to help keep a sane agricultural program going. The poten-

tialities for social discipline are there if we but use them.

To see that the adjustment program shifts from an emergency to a more permanent basis without losing the machinery to keep it on a stable basis requires that the county production-control associations be used to the fullest extent, that they be kept alive, virile, and with the fullest awareness of their opportunity.

# Selection and Use of Local Leaders

MRS. ANNETTE T. HERR

State Home Demonstration Leader, Massachusetts Extension Service

ONE OF THE principal objectives of the extension service program is the development of the homemaker. At times, the trees may obscure a view of the forest, but the true measure of achievement in our work is the growth of the individual.

There has never been a more opportune time for leaders of all kinds, who have been trained through different channels to show their initiative and resourcefulness. Homemakers are more aware of the need for their dynamic participation in affairs of local, State, national, and even international scope.

Have our leaders measured up to what has been expected of them by our own group, and by the large circle of people whom we have not served directly?

## Parent Education

A few illustrations will answer this question. One leader in the child development and parent education program met with young mothers in her community over a period of 2 years. She led and guided the discussion of the problems brought by these mothers. Under her leadership, a mothers' club of 50 members was formed. Through their own initiative, the women have secured help in different phases of the subject from outstanding people of the State. They continue to select leaders to send to the leader-training conferences held by Mrs. Morley, child development and parent education extension specialist. These leaders have small groups of the mothers' clubs. The fine thing about this piece of work is that more leaders are being developed; they are using their initiative to meet their local needs; and the study is continuing after the meetings of the organized project work are ended.

In another case in child development and parent education, a young mother has served as leader for 3 consecutive years. This year she is recognized in her community as the person to whom to turn for suggestions and assistance. She has definitely helped with weak groups, with groups which had difficulty in getting started, and in keeping up interest in other groups. At the beginning of the project this fall, five groups of mothers reported as having been started through the influence of her leadership.

In taking initiative, in getting facts, and in making plans for helping the welfare agencies to take care of food and clothing needs of families on relief rolls, our leaders have been outstanding and

recognized by all agencies as the people to whom they can turn for guidance and help.

A nutrition leader in one town has trained other homemakers to make a home-to-home canvass among the women on relief, in order to give them help in buying foods which will meet the nutritional requirements insofar as that was possible with the money allowed for food.

In one of the cities when a nutrition project for helping families with their problems was organized, a nutrition leader who had been very active in the extension program over a period of 10 years was asked to organize and supervise the work. This leader has planned many different kinds of programs for these homemakers; for instance, meetings in the meat shops, so that the women could learn about the cheap cuts of meat. Printed directions for using cheap cuts, compiled from suggestions of homemakers who have had successful experience in using these cuts, were given to the women. The merchants cooperated in a very fine way. The meat shops were opened at night and definite plans made to have study groups get this information.

## Responsibilities of Leaders

The responsibilities which leaders assume during the time that an organized project is being carried in a community are only one index of the interest which these leaders have in raising the standards of home and community life. The enthusiasm which they have for finding the facts of the situation and the courage with which they face these facts is evidenced long after the regular programs are brought to a close.

Another objective of the home-economics program of the Extension Service is to make homemakers think so that they are "aware" of situations, and so they may evaluate the factors which go to make fine living. There is nothing which stimulates thinking more than responsibility and a desire to do something about it. Group discussion by leaders is thought-provoking and leads to this problem of "awareness" of existing conditions in family and community life.

The teaching leaders, as a rule, are selected by the group of homemakers. Help is given in planning through the job to be done and deciding on the type of person qualified to do this job. In some places, the leaders are selected by the town chairman, community committee, or home demonstration agent. We have found these methods less satisfac-

tory, as it is most important that the members of the local group feel their responsibility to do their part in carrying the project. This seems to work out in a better way when they participate in the selection of leaders.

## Length of Service

We are often asked as to the number of years a leader serves her community, county, or State. Our interest is not particularly in the length of time a leader serves. A homemaker, because of heavy responsibilities at home and in other organizations, may feel she can serve as a teaching leader for only a short period. This fact does not mean that she is not a valuable person in the field of leadership. Some of our finest leaders can serve only a few months at a time as teaching leaders, but their leadership permeates the community, and their influence is widespread. There are some homemakers who have definitely decided to use what abilities in leadership they may have in just one organization, and they have been active leaders in the Extension Service over a period of 10 or 12 years. We find very often that new leaders bring many new homemakers—that is, new to the opportunities offered by the Extension Service—into study groups.

## Awards to Leaders

The problem of awarding leaders comes up repeatedly. Although money cannot repay leaders for the kind of service they render, perhaps the paying of at least their expenses might be justified. However, service is part of living, and these homemakers choose to give their services for this kind of adult education. Many of our leaders have been asked whether they would favor some type of award for leaders. The consensus of opinion has been that they are repaid by the personal help which they receive. In some communities, the leaders' expenses are paid, but in most places the leaders bear this expense themselves.

Other educational agencies, especially those who are engaged in relief work, are most eager to use the leaders trained by home demonstration agents and specialists, as they realize that they have had training in getting facts, organizations, setting up a plan, and executing the plan.

Some of the things which leaders have done during the past year are as follows:

1. Taught groups of homemakers.
2. Helped in gathering data.

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# Adjusting Agriculture in North Carolina

I. O. SCHAUB  
Director, North Carolina Extension Service

**C**HANGING economic situations in North Carolina during the past few years have found the "Tarheel" farmer constantly shifting his plans to meet new conditions imposed. He tried valiantly to meet the situations by his own efforts, but he usually found himself at the end of a year in a somewhat worse condition than that of the previous year. Probably he was well supplied with food, but his clothes were more threadbare, and he despaired of keeping his taxes paid or his interest charges on the right side of the ledger.

Recent weeks have seen a decided change. Things are not yet wholly satisfactory, but there is a turn for the better. The farmer is more hopeful, even optimistic.

Two distinct lines of effort are responsible for this. The first was the great effort put forth by the farmers themselves to adjust their crop production to meet the economic demand. This was characterized by North Carolina's successful live-at-home campaign begun back in 1928. During the 5 years since then, there has been a decided shift from the acreages planted to the so-called cash crops to more food and feed crops for home consumption. The number and quality of livestock also were bettered, and the shift prevented many thousands of farmers from losing their lands entirely. By growing their own food and feed, they were enabled to apply the returns from their cash crops to interest charges on mortgages and to retire production credit liens.

## *Living at Home*

This period saw the corn crop gain more than 325,000 acres and the hay crop gain 266,000 acres. There was a tremendous gain in the growing of home gardens, especially among the tenant class. Approximately 83,333 more acres of gardens were planted in 1933 than in 1929, for instance; and this increase in vegetable growing could be called the outstanding accomplishment of the depression period. Most of this acreage was for home use.

There was also an increase of 15 percent in the number of dairy cows; an increase of 16 percent in brood sows, and an increase of 14 percent in laying hens. As in the case of gardens, these increases were used for supplying home needs mainly. Increasing our production of these things took no market from other sections for our people could not have bought them in any event.



I. O. Schaub.

Naturally, there was a corresponding decrease in the acreage of the so-called cash crops. Cotton led in this with a reduction of more than 558,000 acres, which is approximately 34 percent of the area planted to the crop in the State.

The second feature of this adjustment was the putting on of campaigns under the direction of the Agricultural Adjustment Administration during the past year. The first of these campaigns was the cotton-reduction movement in which 52,000 growers signed contracts and plowed up their cotton as promised. Some were reluctant at first; but as they understood the real purpose of the movement, they became enthusiastic over its success.

Following the cotton campaign came the tobacco crisis. When the warehouses first opened, prices were decidedly unfavorable; and, under the leadership of the Governor, a marketing holiday was

declared. An intensive campaign was put on to secure signatures to reduction agreements, and in 10 days more than 55,000 of the agreements had been voluntarily signed, representing over 95 percent of the acreage planted to flue-cured tobacco in North Carolina.

When the markets reopened and buyers had the assurance that growers would reduce their crop in 1934, prices began to improve, until now the growers are getting about twice as much for their crop as they would have been paid under the old schedule.

## *Improved Conditions*

As a result, therefore, of the farmers' own efforts toward adjustment and their full cooperation with the Administration in the emergency measures, a majority of North Carolina growers at the present time find themselves with more actual cash than they have had during the 5-year period. This condition reflects itself in the number of automobiles being sold in the State, which during October and November amounted to approximately twice the number sold during a similar period a year ago. This condition is further reflected in the decided increase in the number of sewing machines sold and particularly in the increased business of clothing merchants and others furnishing supplies to farm families.

Recently, I was driving through the eastern part of the State. We had just gone through one of the towns having a large tobacco market when we passed a farmer driving his wagon on his way home from the tobacco market. Before we overtook him, it was clear that he had a number of packages in his wagon. I noticed a bag of sugar, a bag of flour, and other packages which I was unable to identify; but, most significant of all, was the boy's little red wagon which he had evidently just purchased and was taking home. I remarked to my companion, "That is the most significant evidence of better conditions in North Carolina that I have seen in a number of years."

## Selection and Use of Local Leaders

(Continued from page 25)

3. Helped in relief programs.
4. Supervised community canning.

5. Visited homes to help families on welfare rolls.

6. Assisted in getting families on relief into regular educational classes conducted by extension workers and the department of education.

7. In some communities leaders have taken the initiative in finding a suitable meeting place such as an abandoned schoolhouse, hosehouse, or hall, and in converting it into an attractive convenient community center.

# 1933 Was a Busy Year for Extension Workers

*Production-adjustment campaigns, relief activities, and organization credit facilities on top of the usual routine*



Making out the production-adjustment contract was a real job for all concerned.



Bringing together the credit needs of the farmer and the credit facilities of the Government.



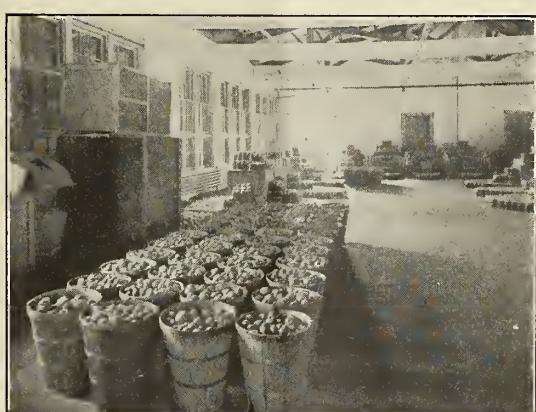
Posters and window exhibits carried the story of the wheat surplus to farmers in the wheat area.



Savings effected through the farmers' mutual exchange helps balance the farm-home budget.



Reading the extension story on the farm page of the local paper.



The products of relief gardens and a community cannery—a familiar sight.



Cooperation in the development of an adequate hot school lunch service enlists the best abilities of the home demonstration agents.



Arthur L. Deering.



George E. Lord.

## Maine Appointments

THE DUTIES of extension director and dean of the College of Agriculture of the University of Maine have been combined with the appointment of Arthur L. Deering as dean to succeed Dr. Leon Stephen Merrill, who died September 3, 1933. Mr. Deering has been extension director since January 1, 1931.

Mr. Deering was born and reared on a large dairy farm at Denmark, Maine, on January 13, 1888. He was educated at Bridgton Academy in Maine and at the University of Maine, where he received a bachelor of science degree in 1912.

His agricultural experience includes working on his father's farm, working for a Boston milk contractor, taking care of a dairy herd at college, and teaching agriculture at Hartland Academy in Maine, as well as working in the Extension Service. Mr. Deering was county agent in Kennebec County, Maine, from 1912 to 1920, when he became county agent leader of that State. In 1928 he was made assistant director of the Maine Extension Service.

George E. Lord, county agent leader for Maine since 1930, has been appointed assistant director of the Maine Extension Service. He will continue his duties as county agent leader.

Mr. Lord was born and reared on a dairy farm in York County, Maine. As a boy he became interested in the 4-H club projects which he carried for 4 years. He graduated from the West Lebanon High School in 1918 and followed with a post-graduate course at Sanford High School in 1919. In 1924 he graduated with a bachelor of science degree from the College of Agriculture of the University of Maine. Mr. Lord was county agricultural agent in Franklin County, Maine, for 5 years.

## A Good Preliminary Survey

NEWLY appointed County Agent Carl A. Anderson sums up the agricultural situation in Columbia County, Wash., for his director. This is a fine example of the sort of information that is most useful in making up a county program, and in reporting extension progress.

The problems as I see them at the present are the following: A parity price for farm products especially wheat, cattle, sheep, dairy products, and hogs; a farm

account system for each and every farm; erosion control, the heavy soil of the higher altitudes are coming closer to rock as each year goes on, and the hills are so steep that no plan yet devised will apply; replanting of pastures, especially along the Touchet, Tucannon, and Pataha; self-supplied farms whenever practicable; a study as to whether commercial poultry raising is practicable in the county; developing an interest for the younger farm-

ers so that they will stay on the farms rather than move to larger city districts; organizing the farm boys and girls under high-school age into 4-H clubs; dispersing of all extension and agriculture adjustment information to the parties interested; solving the dairyman's many problems, especially at the present time of trying to make dairying pay at 16 cents for butterfat and \$12 a ton for hay; the laying of the foundation for a land classification program; and the elimination of marginal lands. These are a few of the problems of this district, and there will be and are several that I do not know of at the present time.

It will take more research on my part to decide which of the problems will have to be made the major one for the coming year. I would judge from the appearance of things at present that the Agricultural Adjustment Act will first demand attention, then the farm account system which should easily lead to possible solutions of several of the other problems and be useful information in the land classification program which I believe is going to come in the near future.

In order to give a picture of the Columbia County work that can be done it may be well to know the conditions of the people and the country. Columbia County at present is mostly devoted to the production of wheat and beef stock.

Each farmer generally keeps a few head of hogs and a flock of chickens for his own use and probably a few to sell. In the last few years there has been some tendency toward sheep raising other than on the large sheep ranches, as all farming enterprises have not been paying to the producer.

In the Touchet Valley there are several large orchards which produce a good quality of fruit, but because of the excessive freight rates and low prices of fruit several of these are being pulled out or poorly cared for. There is a demand at the present time for peas grown on the land of the higher altitudes which are being canned in Walla Walla. In certain years quite a few acres of potatoes are grown on higher lands, both the quality and yield being good.

“CORN loans have boomed lumber sales”, may be a queer statement. However, the demand for lumber for corn cribs which are required for the storage of loan corn, has doubled in some of the Corn Belt States. Lumber has been shipped from the northwestern and southern mills to fill this need. This is just more evidence of the far-reaching effects of the agricultural adjustment program.

# Marketing Georgia's Farm Products

THE selling of Georgia produce to Georgia markets has brought a new income to the farmers of the State. Farmers were faced with depression prices for cotton—their cash crop. Members of the extension staff have aided the farmers in solving this problem of farm income, as related in the following article by Charles Reynolds, agricultural editor, University of Georgia.

WITH THE New Year 1932 came the dismal realization that the Georgia farmer was far from adjusted to changed conditions which had already brought cotton, the money crop of Georgia and the South, to the lowest price quotation the commodity has reached in more than 100 years. It was not a characteristic New Year; there was little evidence of hope for brighter days, for a dreaded specter of harassing debt had settled itself on the Georgia farmer and on practically every other group in the State and Nation, although, to that time at least, industry had been able to maintain many important products at a relatively high price. This made the farmer's burden even heavier.

Examining the situation in an attempt to discover opportunities for the Georgia farmer and his family to obtain money, the officials of the Georgia Agricultural Extension Service uncovered other facts, which were outwardly disturbing but which suggested a solution. Marketing specialists studied the tabulations from a survey conducted in the fall of 1931 and found that Georgia had bought during 1931 a total of \$48,000,000 worth of staple foods and feeds outside of the State. Most of these could have been grown and bought at home. In addition, they estimated that salable foods and miscellaneous products from the farms could be marketed to return approximately the same amount of money. They also concluded that practically the only thing lacking was a system of getting the products to the potential buyers.

## Survey Shows Facts

The survey of 1931 was inaugurated to discover whether or not local markets could be considered as possible sources of income. The requirements of the five largest markets in the State—Atlanta, Augusta, Columbus, Macon, and Savannah—were shown as a result of this survey. The next thing was the dissemination of this information. County agricultural agents and home demonstration agents gathered at the headquarters of the Extension Service, College of Agri-



Roadside signs help to procure purchasers of Georgia produce.

culture of the University of Georgia, and were acquainted with the possibilities of establishing a new source of income for the farm home. Through other meetings and conferences, attended by wholesale commission men, leading farmers, and others, additional facts were brought to light.

Steps were taken toward centralizing the marketing activities of each community. In many places warehouses were obtained where the more staple commodities could be stored for the convenience of buyers and transporters. The warehouses also proved advantageous to the farmers in obtaining higher prices. At other points where the volume of business would not justify the renting of warehouses, the buyers were regularly given information regarding the location of produce for sale. Between January 1 and September 1, 1932, these supply depots handled the equivalent of 750 carloads of feed and foodstuffs. These figures do not include any of the more staple products, the regular sales of hogs, corn, poultry, watermelons, and other cash crops of long standing; nor do they include data of the sales between September 1 and December 31, 1932.

## Sales of Products

For 1933, extension marketing activities were divided into a women's marketing project, including retail curb markets, with Mrs. Leila R. Mize, extension specialist, in charge, and into a general marketing project, directed by C. G. Gar-

ner, extension economist in marketing. The sales of small surpluses of many miscellaneous products from Georgia's farm homes greatly aided farm-family living during the year. These sales amounted to \$495,443.07, or a growth of an estimated 94 percent over the previous year. Whereas 20 counties were giving attention to the work in 1932, those participating in 1933 totaled 94.

The income has been partly obtained through sales of curb markets, of which there are now 20. Sales reported through these markets amounted to \$281,918. Other income was derived from sales at roadside markets and from direct selling by the producer to the grocer or to the consumer. Of the 32 roadside markets reporting, the average sales amounted to \$138.37. The roadside market is one of the most promising undeveloped outlets for farm-home products in Georgia.

In this project and in an effort to realize every possible benefit for the farmer, extension people developed such new or different demonstrations as a country produce store at Columbus, which sells farm-home products on a commission basis; a cooperative home-demonstration group in Crab Apple community, Fulton County, which sells at the Sears Roebuck Market in Atlanta in order to save transportation; a curb market with a cream-testing station, egg circle, and community cannery supplied with electric power at Cordele; a typical open-air curb market at Valdosta; and a method of making

Cheddar cheese in the farm homes of Pickens and other counties.

Marketing work in Georgia has not been free of problems, and many of them have been especially difficult. The cost of assembling and moving produce to market has been prohibitive in many instances, but the retail markets have aided here. The use of depots, both formal and informal, have helped; and some county agents found that roadside signs calling attention to the depots are valuable. But, what was probably the most effective method of overcoming incoordination in the project, according to Mr. Garner, was the use of 5 special marketing agents in the 5 larger centers of the State. These agents were making great strides when called on to aid in the 1933 cotton-acreage reduction campaign of the Agricultural Adjustment Administration. However, the production-adjustment activities of the next few years will hasten the conditions for which extension forces have been hoping—a comprehensive live-at-home program.

#### *Business Increasing*

One of the special agents, J. William Fanning, who was in the Macou territory until May 15, 1933, has outlined activities there, in part as follows: "Results were somewhat more definite than before; the attitude of the buyers showed marked improvement as they gained confidence in the program; many new contacts were made and there are unlimited possibilities for the work." Indicating the possibilities, he wrote that one of the regular truck buyers in Macou, through whom several sales had been made, asked about getting giant stringless beans and Mar-globe tomatoes from the mountain section near Dahlonega. He wanted several hundred hampers of each during the summer. The information was immediately relayed to the county agent at Dahlonega who later conferred with the buyer. Before planting time the agent called a group of farmers to his office and had them discuss with potential buyers possible prices and demands. Satisfactory marketing arrangements were made.

#### *New Developments*

During 1934 there will be several important developments to be considered. "It is possible that the Agricultural Adjustment Administration's programs will intensify the problems because of reduction of acres in basic commodities. At the same time, it is possible that the activities of the National Recovery Administration will culminate in a higher purchasing power among the laboring class in the cities which will call for a greater



L. S. Ellis.

C. G. Garman.

THE NEW appointees of the Farm Credit Administration who will form a cooperative contact between the Extension Service and the Farm Credit system, Dr. C. G. Garman and Dr. L. S. Ellis, will carry on an educational program to facilitate the dissemination of information among county agricultural agents and interested farmers. They will make their contacts through the State agricultural colleges within the 12 land-bank districts.

Dr. Garman will cover the Eastern and Southern States for the Extension Service. Dr. Ellis will work in the Central and Western States. Both of these men have had experience in economic extension work in the past which will be of aid in their present activity.

Due to the increased interest and value which will be attached to the economic problems of farm management and agricultural adjustment by the new program of production credit and production control, H. M. Dixon, in charge of agricultural economics extension, Extension Service, announced the following organization for his staff: L. M. Vaughan will work with the Western States; P. V. Kepner, the Central States; R. B. Corbett with the Eastern States; and an assignment in the Southern States will be made soon. These men as well as others in the division will cooperate with the State extension economists in the development of their educational programs in agricultural economics.

supply of miscellaneous products," Mr. Garner has declared. A more systematic approach will probably be made to accommodate new conditions.

At any rate, completed plans will create newer outlets for additional thousands of dollars worth of poultry and dairy products, cakes, nuts, popcorn, lye-hominy, fresh vegetables and fruits, home-canned products, some of the more staple goods, livestock, and other products. Special agents will again be employed in marketing projects; and county agricultural and home demonstration agents, extension specialists and other interested persons will attack the problem with renewed vigor because they know the money derived from this source has paid off old debts of long standing,

has sent children to school, has allowed better dental care, has bettered home conditions, and has purchased new clothes and shoes.

One little boy said recently that he has "lots more breeches since mother goes to market."

ARM WOMEN of North Carolina sold more than \$300,000 worth of produce through club, curb, and other markets during 1933. Cooperation between the town and country women was greatly facilitated by market meetings. Local merchants were willing to cooperate because the farm women spent the money from the sales in buying supplies for the farm home.

# Early Potato Growers Plan Controlled Production

INDICATIONS pointed to a 25 percent increase in the early potato acreage of the Southeast. Farmers who had joined production-control associations and signed a contract with the Secretary of Agriculture to reduce their acreage in cotton and tobacco began to look with interest and envy at the good potato profits of last year. High potato prices were largely due to curtailed supply because of unfavorable weather conditions in the Middle West and other competing areas. Southeastern growers and marketing agencies wanted to keep the prices up so as to get an adequate profit. They saw with alarm the tendency to increase acreage, thus stimulating production beyond the requirements of consumers which have proved fairly inelastic. The growing of potatoes in the Southeast is expensive involving a relatively large per-acre cash investment, which would make an expensive crop to destroy when it is once produced. It looked as though something had to be done quickly. Potatoes were not one of the major crops mentioned in the Agricultural Adjustment Act and no arrangements had been made to take advantage of Federal production-control measures.

## Meetings Held

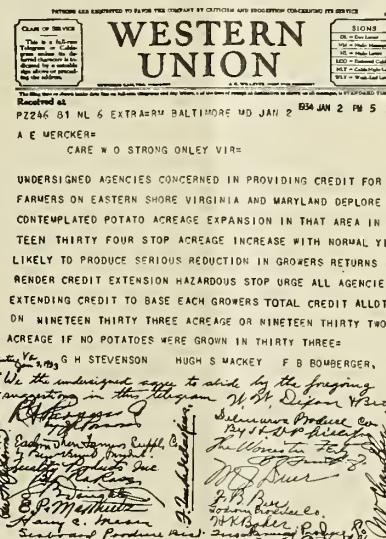
In this emergency the North Carolina Produce Growers Cooperative Association, representing most of the marketing and financing agencies of the North Carolina and Norfolk, Va., potato growing regions, called a meeting in cooperation with the Interstate Early Potato Committee. About 95 percent of the tonnage shipped out of this important early potato area was represented at this meeting. Fifty or sixty representatives of marketing and financing agencies, together with about 150 of the important growers met at the courthouse in Washington, N.C., on December 21. They agreed that drastic action must be taken to curb the tendency to expand. Those present, representing 75 percent of the tonnage, signed an agreement that no grower would be financed who did not plant in 1933, and that other growers would not be financed for an acreage greater than that planted in 1933.

They agreed further to use their influence in discouraging all growers who do not need financing from increasing the 1933 acreage in 1934. It will be possible to check on the growers requiring financing since now all records showing the number of acres on which crop liens are

given are filed in the county court house and are available for inspection. Shippers, representing 20 percent of the tonnage, agreed not to finance more than a specified acreage.

## Eastern Shore Acts

The Eastern Shore of Virginia and Maryland, a favored spot for the growing of early potatoes, became aware of the same disturbing indications of a glutted potato market in 1934. News of the North Carolina meeting and agreement reached them and crystallized their



This telegram was read to a group of potato growers and distributors meeting on the Eastern Shore of Maryland to discuss the problem of a threatened overproduction of early potatoes in that area. The signatures at the bottom represent 90 percent of the tonnage of potatoes handled on the Eastern Shore.

determination to get together all those interested in the growing and distributing of Eastern Shore potatoes and do something. The three government-backed financing organizations, the Bank for Cooperatives, Crop Production Associations, and Intermediate Credit Banks, gave their fullest cooperation. "The Eastern Shore growers and distributors showed the most whole-hearted response to a production-control plan of any group I have ever seen", says A. E. Mercker, secretary of the Interstate Early Potato Committee, "and that in the face of exceptionally good prices last year—\$3.65 gross f.o.b. per barrel in Virginia and \$4.40 in Maryland." The agreement suggested by the three financing organizations from Baltimore in a telegram to the

group meeting was signed by representatives of 90 percent of the tonnage handled on the Eastern Shore.

Will these agreements be effective? Past experience would indicate they would for this is not the first time the early potato growers have taken such a step, though this is on a much larger scale than ever before. In 1929 the growers around Elizabeth City, N.C., were faced with a similar situation. Intentions to plant indicated a big increase in acreage which would most certainly break the market for all. A similar agreement was signed by financing and distributing agencies which kept the acreage in this area about the same as the previous year. As a result, prices stood up, and the Elizabeth City potato growers had a prosperous 1930 season.

These events are not accidental, coming unheralded out of the blue, but point definitely back to 5 years of intensive educational work by the Interstate Early Potato Committee. This committee is composed of representatives of producers' organizations, financing and distributing organizations, United States Department of Agriculture, the State Extension Service in the 5 southeastern early potato States, and the North Carolina State Department of Agriculture, whose entire objective is to make potato production profitable for all. Their efforts have brought about a greater degree of unity of action among those growing, handling, and financing potatoes. Through education, a better understanding of outlook, demand, and supply information has been developed. Intensive efforts have been made to adjust acreage and through this the possible supply of southeastern early potatoes to meet the requirements of the market. From the start the law of supply and demand has been fully recognized. As a result, nearly all agencies in the industry have given a great deal of their time and energy without remuneration to help solve the problems confronting them. The cooperation received is becoming increasingly better so that now from 85 percent to 90 percent of the organizations controlling the financing of production in Florida, 90 percent in Georgia and South Carolina, 95 percent in North Carolina and Norfolk, Va., sections, and 85 percent on the Eastern Shore of Virginia and Maryland are cooperating with the committee under voluntary agreements.

The work of the committee has been entirely educational. Each fall the com-

mittee meets and makes definite acreage recommendations after a careful study of the facts of supply and demand. Growers' meetings to discuss the outlook for the potato crop are then held throughout the area, timing them about 3 months before planting time. The meetings begin in Florida about October and move north, finishing on the Eastern Shore before the first of the year. Often they are held at country stores rather than at schools or courthouses, as the dirt farmer seems to like it better and feels more at ease in asking questions.

Growers have often been able to make acreage adjustments and effect economies in production which have minimized losses or increased profits because of the information gained.

## Corn-Hog Production Adjustment for 1934—What It Proposes to Accomplish

(Continued from page 20)

We are coming to realize that keeping a neutral price relationship between feed grain and livestock really is a trivial thing when both groups of commodities are being produced in excess volume. Livestock feeders are coming to realize that if there are too many cattle and too many hogs to bring prices that compare favorably with the general price level, insisting on cheap feed and resisting group-adjustment programs are not proper ways of correcting the difficulty. Although cheap feed seems fortunate for a short time, if it puts a particular farm enterprise in an unusually favorable position, outsiders inevitably will change over to crowd a more prosperous enterprise.

Without question, the uniformity of interest among farmers had been due in large part to the educational work done by extension workers, teachers of vocational agriculture, newspaper people, and others who have brought before the farmers day after day the real facts of the problem we face. Undoubtedly there is a much better general understanding of the fundamental causes for the disparity between farm prices and prices of other things than we have known at any time in the past. Just the same, it is entirely possible that a large block of farmers for one reason or another may have faith in the production-control program and may sign contracts without having a sufficient understanding of the fundamental facts involved. It is to be hoped that such will not generally be the case. It is unsafe to project long-time programs if the people are not really ready for them.

## National 4-H Club Radio Program

Annual Theme: 4-H Club Work Influences the Farm and Home

Fourth Phase—More Profitable Livestock and Poultry, a Result of 4-H Club Work

Saturday, April 7, 12:30 to 1:30 p.m., Eastern Standard Time

Building Up My Dairy Herd \_\_\_\_\_ 4-H club boy from Ohio.  
Our Poultry Flock Has Improved Since I Became a 4-H Club Member \_\_\_\_\_ 4-H club girl from West Virginia.  
Community or County Improvement of Livestock or Poultry Through 4-H Club Work \_\_\_\_\_ Extension Specialist from West Virginia.

Valuable Educational Training in Livestock Club Work \_\_\_\_\_ Extension Specialist, Extension Service, United States Department of Agriculture.

Music We Should Know—Fourth Phase of the 1934 National 4-H Music Hour Featuring Compositions by Shubert, Mendelssohn, Rachmaninoff, Ghys, Yradier and Wagner—

United States Marine Band.

### Extension Workers Assist

It is in this connection that extension workers are a particularly important part of the machinery for putting adjustment plans into operation and keeping them going. Extension workers, teachers of agriculture, and others cooperating in the educational work are doing the Government and farmers a genuine service by helping with details connected with reduction contracts, production reports, etc., but from the long-time point of view they render still greater service by continually interpreting for farmers the real picture of our present-day supply-demand situation. We must develop an interest and understanding which is founded on more than the desire for immediate monetary gain.

Perhaps one of the appealing characteristics, and certainly one of the most encouraging characteristics, of the voluntary adjustment program has been the development of active local administrative units. Most of the work is in the hands of the farmers themselves. Committeemen elected by farmers from among their own folks will be in charge of necessary corrections and adjustments in contracts.

Even though we will not know for a little while exactly to what extent the corn-hog program is being accepted, it is clear that farmers as a group now seem definitely committed to a program of planned agricultural production. The corn-hog section of the Agricultural Adjustment Administration has done its best to devise a plan which will utilize effectively this new trend in thought. We have made every effort to devise a contract which would apply the least difficulty to the many different farm situations. Although many questions have

arisen which could not be answered without qualifications, either in the negative or the affirmative, the aim all along has been toward a fair and practical plan outline. Occasional miscalculations probably have been made and more probably will be made in the future. But as we develop a real spirit of cooperation, necessary modifications can be made without misunderstanding and confusion.

The corn-hog program is the biggest single effort and the most complex yet undertaken. Nevertheless, corn-hog farmers by reason of their recent hardships have become receptive to a new program. This is not to say that we need expect every corn-hog farmer will participate in 1934. Although the individual participant is reducing the number of litters farrowed and marketable hogs produced by 25 percent and his corn acreage by 20 percent under his 2-year average, the percentage of reduction that will be obtained over the country as a whole probably will be somewhat lower. But given reasonable support, the 1934 corn-hog program will make a very substantial adjustment and should improve income as well as prices very materially for the coming 1934-35 season.

The general outlook is bright and we seem to be advancing step by step from a period of discouragement and despair to a period of hope and happiness. May extension workers continue to point the way along this road.

ACCOUNTS of 250 Kansas farmers in 19 counties where intensive farm-management work is now being carried on were analyzed and changes in practices suggested. Reports show that 76 percent of these farmers adopted the suggestions offered.

## ·ACROSS · THE · EDITOR'S · DESK·

### Real Accomplishment

ONE of the most significant suggestions made at the recent conference of farm paper editors held in Washington on the invitation of Secretary Wallace was that made by Dan Wallace, editor of *The Farmer and the Farmer's Wife*, and Clifford Gregory, editor of *The Prairie Farmer*. In the closing session of the conference which was held with Chester Davis, Administrator of the Agricultural Adjustment Act, these two urged the development and strengthening of the commodity production control organizations to a point where through them the producers themselves might take as far as possible the responsibility for the local application of the adjustment program. By so doing they argued that the Department and the Adjustment Administration would be able to deal mainly with the broad policies involved in making each program effective and would not be burdened with a multitude of details arising from an effort to handle from Washington the many local adjustments that will be required to meet adequately the conditions facing individual producers and various groups of producers.

They pointed out the road that we must travel as extension workers to make the commodity production associations effective. This is the real challenge of the adjustment program to us—to aid producers through their own organizations, an effort to reap fair farm prices and to insure to themselves and their families an adequate standard of living. I recognize the many difficulties that this work involves. It is not an easy thing to accomplish. Yet, if we do succeed in any considerable measure in this effort, I feel that we will have met the test of our day and generation and can be justly proud to have done so.

### A Gallant Figure

AS I READ in the copy for this issue of the REVIEW the contribution by J. A. Evans on *Thirty Years In The Cotton Belt*, my mind goes back 5 years ago to the celebration at Houston, Tex., of the twenty-fifth anniversary of the founding of demonstration work. I have an especially vivid recollection of one part of that historic celebration. It was of J. A. Evans telling the story of the beginning of demonstration work. He read no elaborate paper. He indulged in no rhetorical flourishes. It was a simple direct story that he told of that great leader, Dr. Seaman A. Knapp. In the telling of that story was expressed the faith and undying loyalty to a cause that has made J. A. Evans for 30 years one of the preeminent and loved leaders in the demonstration movement. You felt as you listened to Mr. Evans at Houston the great personal power to win men to his way of thinking that Dr. Knapp possessed. You felt, too, that Dr. Knapp passed this power on to those other men whom he chose to carry on the demonstration movement and with a force that enabled them to extend its influence undiminished to literally millions of rural people, old and young.

I first came to know Mr. Evans in 1915, when I was young, inexperienced, and, I fear, too often impatient with the need of going steadily and slowly at the extension job. Mr. Evans had a way with him then of steadyng you down without discouraging you—a rare gift, indeed. He has that gift still. It is a gift that belongs only to those who are young at heart. Mr. Evans has, too, a keen sense of justice and a willingness to fight for a square deal for those whom he considers unfairly dealt with. Hypocrisy, cowardice, self-centered and unscrupulous ambition, and the many other meannesses, great and little, that affect most of us in varying degrees, were left out of the character of J. A. Evans.

Because he has reached the retirement age of 70 years, Mr. Evans is now leaving active service with the Washington office. He goes with our heart-felt wish that he may have many years of happiness and appreciated activity ahead of him. He is to me, as I know he is to the many extension workers who have known and worked with him, a brave and gallant figure.

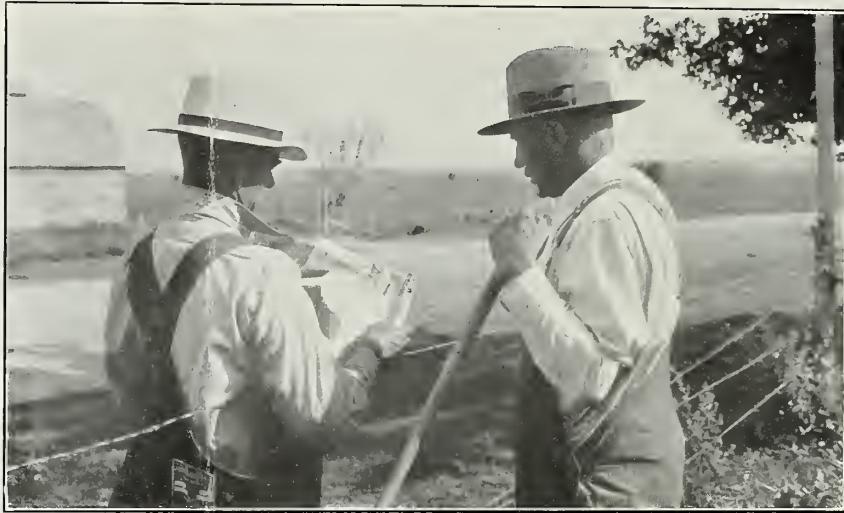
### How Shall I Farm?

RECENTLY I went on a rather hasty trip through six of the major corn and hog-producing States when the sign-up of adjustment contracts was getting into full swing. During one of the days I spent in Iowa, I drove with Leslie Combs, extension editor, from Ames to Denison, passing through four counties. As we went, we visited with county agents, newspaper editors, and farmers. Of course, we found producers keenly interested in the allotment benefits coming to them under the plan. But, apparently, they were equally interested in knowing how the new program would affect their future farming plans.

Accustomed to grow on a given farm acreage, a given acreage of corn, and a corresponding number of hogs, farmers were asking each other the question, "How shall I farm my land if I am to grow less corn and fewer hogs?" This impression that I received from talking with farmers was confirmed by both newspaper editors and county agents. "Sure", was the comment, "they are doing a lot more than fixing up papers so they can get some ready cash. They are thinking and figuring how they can best farm under the new program. They hope it is the first step toward a better way of farming and of living. They want to know how they can best plan to make the Adjustment Act do the job for them for which it was enacted."

Certainly, the cotton program, the wheat program, and the corn-hog program are preparing the mental seed bed for a better understanding of intelligent and balanced production. With this opportunity, it is frankly up to us, I believe, to be sure that our suggestions to producers on farm management and the selection of crops to be grown are practical and sound and will insure to them the fair exchange value which is the aim of the Adjustment Act. It is a serious responsibility.

R. B.



## PICTURES TELL THE EXTENSION STORY

No matter how clearly you write or how simply you speak, there will always be some who do not understand. *Photographs give authentic support to your statements.*

Here are some of the ways in which county extension agents are using photographs to strengthen the agricultural adjustment program.

1. **For film strips presenting localized information.**
2. **For illustrating news stories in local newspapers.**
3. **For use on printed letterheads for circular letters.**
4. **For use as enlargements in exhibits and window displays.**

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### PLAN NOW FOR THE PICTURES YOU NEED

PREPARE AN OUTLINE LISTING THE IMPORTANT POINTS TO BE ILLUSTRATED . . . .  
INDICATE THE MONTH WHEN CONDITIONS WILL BE BEST FOR PROCURING EACH  
PICTURE . . . . . CONSULT THE OUTLINE FREQUENTLY AND TAKE EACH PICTURE  
WHEN THE PROPER TIME ARRIVES.

*Write for information about uses of photographs in county extension work*

OFFICE OF COOPERATIVE EXTENSION WORK  
EXTENSION SERVICE, U.S. DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C.